

**Draft Agenda**  
Idaho Travel Council  
March 17-18, 2009

Tuesday, March 17, 2009      Canyon Crest Event Center, 330 Canyon Crest Drive, Twin Falls

1:00 p.m.	Call to Order Welcome & Introductions Approval of January Minutes	Brent Gillette, Chair
1:15 p.m.	Director's Update	Don Dietrich
1:30 p.m.	Budget & Financial Update	Karen Ballard
2:30 p.m.	Grant Program Discussion	Karen Ballard
3:15 p.m.	Idaho Conference on Recreation & Tourism (ICORT)	Karen Ballard
3:30 p.m.	Break	
3:45 p.m.	Advertising Agency Update <ul style="list-style-type: none"><li>• Digital Travel Guide Update</li><li>• Updated FY09 Media Update</li><li>• FY 09 Prime Season FSI</li><li>• FY 09 Prime Season Online Creative</li><li>• 2010 Prime Season Creative</li><li>• Preliminary Presentation of Idaho Tourism Tool Box</li></ul>	
5:30 p.m.	Dinner	
7:00 p.m.	Travel to Burley for overnight lodging at BW Burley Inn & Convention Center	

Wednesday, March 18, 2009 – BW Burley Inn & Convention Center

8:00 a.m.	Group Breakfast & Open Discussion	
9:30 a.m.	Travel to Pomerelle	
10:30 a.m.	Idaho Ski Areas Association Update & Discussion	Tom Stebbins
11:30 a.m.	Adjourn	